

# COMMUNITY BRANDING

## Request for Proposals

### PURPOSE

The purpose of this Request for Proposals is to solicit proposals from firms and/or individuals experienced in community brand development and design in order to establish a unified platform for the City of Carrollton where a shared brand between the City and the community stakeholders will be utilized.

Specifically, the goals of the branding program are to:

- Provide a clear vision that crystallizes the City's competitive advantage and distinct strengths by focusing on the authentic and organic characteristics of the City of Carrollton.
- Provide a brand strategy that aligns the City's vision with the competitive positions of our community.
- Identify, preserve, and present the City's heritage and stories.
- Encourage the development of experiences that provide opportunities to encounter the City's authentic cultural and natural environment.
- Engage the citizens, businesses, and other stakeholders and give them the reason and tools to become advocates for the City of Carrollton.
- Build community pride and ownership in what is distinctive and special about the City.
- Introduce signage guidelines for community gateways, gathering places, and buildings that enhance heritage, streetscapes, and viewing corridors.

### SUBMITTAL REQUIREMENTS AND SCOPE OF WORK

The brand identity for the City of Carrollton should convey the City's assets and unique qualities in a way that is authentic, succinct, and memorable. It will describe who we are, what we are for, what we do, and why we do it. The following should be submitted with all proposals.

A. A formal cover letter including:

- a. **Firm Profile**. Proposals should provide a complete and concise description of the firm's ability to meet the requirements of this RFP. The profile should also include a short bio of key staff member's who will work on this project and the firm's website and social media sites.

- b. **Project Understanding.** Proposals should be knowledgeable of the City of Carrollton and passionate about helping the City discover a brand identity.
  - c. **Proposed Budget.** Include a summary of costs and fees based on the three tasks and deliverables noted Section (B) below. Please provide a budget for each individual task as an independent project and an aggregate budget for the entire project. All overhead costs (including travel and vehicle mileage) should be included in the basic fee. Any optional services recommended by the consultant may be included but should be priced separately.
  - d. **Project Schedule.** Include a proposed schedule for the product delivery broken down by each of the three tasks noted in Section (B) below.
  - e. **Minimum qualifications.** The selected firm must have experience formulating new brands based on research-driven methodology combined with informational insights provided by stakeholders through a public engagement process. Experience working with municipalities and/or government clients is preferred.
  - f. **References.** Include three (3) references and at least two (2) summary samples of completed projects with detailed photographic, print, and digital records.
- B. A detailed proposal encompassing the following **three tasks and deliverables:**
- a. **Research and Foundation.** This task encompasses the initial research necessary to define target audiences, develop a brand positioning statement and test recommended brand concepts using targeted stakeholder groups, surveys, and other methodologies as appropriate. It is anticipated the selected firm will review research results with staff and identified stakeholder committees. Furthermore, the selected firm is expected to draw from existing research, economic development and community planning documents as well as conduct their own research and focus groups.
- Deliverables:**
- Research summary
  - Brand positioning statement
- b. **Brand and Message Development.** In this task, the selected firm will create the messaging, the expression of the brand, and visual elements that will effectively communicate Carrollton's identity to target audiences. Messaging should connect to the hearts and minds of this audience and be believable, relevant, and simple. Consistency, with the allowance for some flexibility, so that the messaging can be used by all departments,

programs, and services that make up the City is also important. Visual elements will include recommended logo, colors, fonts, graphic style and elements that are adaptable across a variety of media applications, including but not limited to the city's websites and all social media platforms.

**Deliverables:**

- Visual elements guide and graphic standards, including logo and fonts
  - Templates for common needs such as municipal signage, brochures, web page layout, PowerPoint, report covers, etc.
- c. **Strategic Brand Implementation and Community Engagement.** This task will define the activities designed to effectively establish the City's new brand identity, as well as identify ongoing strategies for communicating, maintaining, and enhancing the brand's value over the first three years following introduction. These strategies should:
- i. Prioritize both short and long-term strategies and tactics, including a timeline.
  - ii. Employ a variety of communication tools.
  - iii. Engage Carrollton's citizens, businesses, and educational institutions.
  - iv. Enable target audiences to connect and interact with the City and use feedback to further build the City's brand.
  - v. Provide opportunities for target audiences to become advocates.
  - vi. Effectively tell the "Carrollton story."
  - vii. Introduce a long-term tourism strategy that encompasses the brand identity (implementation for this tourism strategy is not included in this request).
- To ensure effective implementation, the brand strategy should recommend methods for tracking results and measuring success with target audiences.

**Deliverables:**

- Brand strategy
- Tracking and measurement recommendations

- C. **Submittal.** Proposals are due via mail or hand delivery by 5:00 p.m. on Thursday, November 10, 2016. Please submit eight (8) complete sets to:

Erica Studdard  
Community Development Director  
Carrollton City Hall  
315 Bradley Street

Carrollton, Georgia 30117

## **ANTICIPATED SCHEDULE**

- RFP Issued: Monday, October 10, 2016
- Proposals Due: Thursday, November 10, 2016
- Firm Interviews (if necessary): November 14-30, 2016
- Firm Selected: Monday, December 5, 2016
- Project Start: January 1, 2017
- All Deliverables Due no later than March 1, 2017, or as otherwise agreed upon

## **PROJECT EVALUATION**

The following criteria will be used in consideration of proposals:

- Quality and completeness of the proposal.
- Design firm qualifications, demonstrated experience with similar projects, and references.
- Proposed cost for this project and recommended implementation strategies.
- Project approach, detail of proposed methodology, and ability to produce deliverables within anticipated timeline.
- Ability to develop a clean, fresh look that communicates to a diverse audience across multiple platforms.

The City of Carrollton reserves the right to award the contract generated from this RFP to the respondent that presents a proposal that best meets the specifications as listed and represents the most beneficial procurement as determined by the City. The City also reserves the right to modify any requirements, terms, or conditions as outlined in this RFP when such modification is in the best interest of the City.